



# Business Alliance Connection

Spring 2010

## Message from Ron Lane

### Director, County of San Diego Office of Emergency Services



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After attending the ReadySanDiego Business Alliance Strategy Planning Conference last month in which more than 100 business members representing over 89 industries attended, I feel encouraged that we are all on the right track for a successful collaboration. I was impressed by the caliber of industries involved and the dialogue that came out of the breakout sessions regarding next steps.

The ReadySanDiego team will be assembling the input provided by sector chairs to compile sector goals and overarching Business Alliance goals for discussion. Alliance goals will be discussed at an upcoming Advisory Council meeting.

Those who attended the conference were shown a screenshot of a NING page which is under development for the ReadySanDiego Business Alliance. The NING site is being developed as the communication tool for the Alliance. Besides having access to the home page, each sector will have its own page for internal discussions. Based on the discussion, I feel confident that once completely developed and launched, the NING site will address and help connect sector members and Alliance members with the Emergency Operations Center which would meet a critical objective.

As I mentioned at the conference, our goal is to incorporate a Business Alliance representative in a liaison role in our Operational Area Emergency Operations Center. By putting this in place, it will fulfill the objective of giving local businesses more situational awareness in an emergency. The liaison can pass along this information to other Alliance members, so decisions can be made in real time for the business community as it relates to your employees and critical operations.

We're incorporating into our department's Operational Plan for 2010/2011, a business-specific table-top exercise for the Alliance that will address critical aspects of response and recovery needs both for your business but for the region as well. In that exercise, the scenario will be sector-driven to allow members to strengthen perceived weaknesses and offer realistic injects.

Once again, I want to thank all the business representatives who had an opportunity to participate in last month's key planning conference that will help chart the course for the Business Alliance. The success of this initiative is dependent on a working partnership so I hope you continue to build off our current success and encourage others to join so we can begin the work of addressing response and recovery activities and communication well in advance of the next disaster event in our region.

In light of the Easter earthquake in Baja California, I wanted to add that I believe we all should have considered it a wake-up call. The earthquake highlighted why it is imperative we have a solid plan for our families and businesses in the event that our region is impacted by a future earthquake. As we all are seeing in news coverage, Imperial County businesses particularly in Calexico and El Centro have been hit hard and are struggling to reopen and recover. Even if you have already prepared a Business Continuity Plan, it is prudent to take time in the next few weeks to review it and make sure it is current and addresses critical issues to assist your employees and company in recovery.

- Ron Lane

# Business Alliance Program Updates

Members of the ReadySanDiego Business Alliance came together for a very successful Strategy Planning Conference on February 25<sup>th</sup>. More than 100 members convened at Barona Resort & Casino to discuss the ways local businesses can strengthen our region's ability to prepare for and lessen the economic impacts of natural or man-made disasters in our county.



Ron Lane



Peter Ohtaki



The day opened with educational presentations offered by emergency management officials, including Ron Lane of OES and Peter Ohtaki, executive director of the California Resiliency Alliance. Business Alliance member and co-chair of the Venues and Facilities sector, Dave Dalton, who is also the security director at the San Diego Natural History Museum, gave a brief overview of Operation Medusa, a terrorism training exercise, which took place in San Diego on February 19<sup>th</sup>.

Most importantly, attendees participated in industry-specific breakout sessions to help determine how businesses can support both the response to and recovery from a disaster, as well as how the Business Alliance can support the business community during a disaster. The two biggest member concerns were the need for employee emergency preparedness and training, and the need for consistent, accurate and timely information during an emergency disseminated from OES. To view the presentations from the conference, please visit [ReadySanDiego Business](#).

The Business Alliance would like to thank Jay Bart and Barona Resort & Casino for graciously hosting the Business Alliance Strategy Planning Conference and lunch.

## New Business Alliance Members

The following organizations have joined the ReadySanDiego Business Alliance since December, please join us in welcoming our new members!

- Chris Covington, Smart & Final Stores
- Darryl McCoy, Pfizer Inc.
- Daryl Mayekawa, Loews Hotels - Coronado Bay
- David Ryan, AltaGolden
- Donald King, CPP, The Scripps Research Institute
- Doug Casey, Callaway Golf Company
- Francisco Arana, Advantage Dirty Blinds
- Frank Hilliker, Hilliker Ranch Fresh Eggs, Inc.
- Gary J. McDonald, Feeding America San Diego
- Gene Jackson, STEELE
- Glenn Younger, Grah Safe & Lock
- Gregory Howard, HowTec Video Security Systems
- Jacquelyn Bishop, Progress Management
- Jill Helgason, Hankins & Anderson
- John A. Sylvester, Executive Response Solutions
- Ken Tubbs, Intuit
- Kerrina Koltz, Ronald McDonald House of San Diego
- Laura Purdom, St. Madeleine Sophie's Center
- Laurie Edwards-Tate, At Your Home FAMILYCARE
- Mark and Eden Weinberger, Servpro of Carlsbad
- Mark Strawn
- Megan Lustigson, Qualcomm
- Michael Navadeh, Callaway Golf Company
- Mike Sprague, Servpro of Point Loma
- Nancy Steed, Law Office of Boyle & Associates
- Pavee Suvagondha, DivX, Inc.
- Sunny Finch, Mobile Nurse San Diego PC
- Thomas Bennett, 211 San Diego
- Tony Hosford, San Diego Museum of Art
- Victor Curro, Quality Claims Management Corp
- Wally Smith, Teradata Corp



Jay Bart



# Papa John's Pizza Teams Up to Help AlertSanDiego Registration

The Office of Emergency Services in a private-public partnership with Papa John's Pizza gave away medium one-topping pizzas to the first 500 people to register their cell phones with AlertSanDiego, the County's emergency notification system during the month of February and again this month. Additionally, all who registered their cell phones also were automatically given an online discount coupon.

County Chairwoman Pam Slater-Price, Papa John's Director of Store Operations Mike Arnold and OES Director Ron Lane made the announcement at a press conference Feb. 1, and information was provided to the media and posted on County OES social media pages.



"Together with Papa John's Pizza, we want to prompt more San Diegans to be better connected with the County in the event of an emergency when we may need to contact them. By signing up their cell phones, residents can be notified immediately of any emergency event impacting their community," said Lane.

As a result of the special promotion in February, AlertSanDiego received 1,548 registrations on the first day of the promotion. The web site also had 5,603 hits on the page, of which 2,459 were by first-time visitors. By comparison, typically we receive between 100 and 300 hits on our ReadySanDiego web site where the AlertSanDiego registration page is hosted. During the month of February, we received 3,548 new registrations for AlertSanDiego.

"Helping to keep San Diego residents safe is important to us because that's who our customers and employees are, and we believe in being a community partner," said Papa John's Director of Store Operations Mike Arnold.

Papa John's Pizza has agreed to make the same offer available again one more time in the upcoming months. Papa John's has quarter-page AlertSanDiego informational fliers affixed to their pizza box tops at all 29 of their store locations through the promotional months.

AlertSanDiego, the County's emergency notification system sends telephone alerts to residents and businesses during an emergency with important advisories and directions. The system utilizes the Reverse 911 system which automatically includes all listed and unlisted home and business telephone

numbers, but does not include cell phones. Registering their cell phones is especially critical for those families who no longer have home phone service and rely only on their cell phones.



# Tsunami Awareness and Preparedness Week

As part of Tsunami Awareness Week in March, the San Diego County Office of Emergency Services urged residents to learn how to respond in the event of a tsunami off any coast including San Diego.

While historically, San Diego has not experienced a devastating tsunami after a strong earthquake such as Chile and America Samoa, it is still important for residents to learn how to recognize the signs of a tsunami and know what to do.

A tsunami is a series of fast-moving, powerful ocean waves that can cause a rapid inundation of low-lying coastal areas. The waves can result in damage or, in severe cases, sweep people away, and destroy buildings and cars. The tsunami is usually the result of a strong far-source or offshore earthquake, but it could also be caused by an offshore landslide.

You do not need to wait for an official warning to react, if you are on or near the coast and feel a strong earthquake that shakes for 20 seconds or longer, or if you're at the beach and see water start to recede from the shore suddenly. If this happens, you should immediately move inland at least a mile, and head for higher ground. If you are warned or advised to stay out of the water and off the beaches for safety purposes, please listen to authorities.

For more information on tsunamis, visit [www.readysandiego.org](http://www.readysandiego.org), or review these brochures at [http://www.co.san-diego.ca.us/o\\_e\\_s/\\_d\\_o\\_c\\_s/\\_Tsunami\\_Risk\\_San\\_Diego\\_2005.pdf](http://www.co.san-diego.ca.us/o_e_s/_d_o_c_s/_Tsunami_Risk_San_Diego_2005.pdf) or [http://www.stormready.noaa.gov/tsunamiready/resources/Tsmi\\_Brochure10.pdf](http://www.stormready.noaa.gov/tsunamiready/resources/Tsmi_Brochure10.pdf). On the social media sphere, please visit either [Facebook](#) or [Twitter](#) for interesting tsunami links.

## IF YOU FEEL A STRONG EARTHQUAKE WHILE NEAR THE COAST:

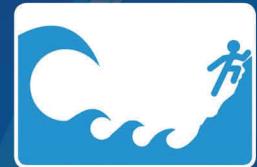
### 1. PROTECT yourself during the earthquake



- If indoors, DROP under a sturdy table or object, COVER your head and neck and HOLD ON.
- If outdoors, move to a clear area if you can safely do so - away from trees, beach cliffs, signs and other hazards - and drop\* to the ground.

\* If you have mobility impairments that prevent you from getting up on your own, do not drop to the ground but do cover your head and neck and hold on.

### 2. MOVE to High Ground



- As soon as it is safe to move, go to higher ground. DO NOT WAIT for an official tsunami warning.
- Avoid downed power lines and weakened overpasses.
- If you are outside of a tsunami hazard zone, stay where you are.

### 3. STAY There



- Remain on high ground. Waves from a tsunami may arrive for eight hours or longer.
- Return to the coast only when officials have announced that it is safe to do so.

\*Source: Cal EMA's "How to Survive a Tsunami" brochure.

# InfraGard

Several ReadySanDiego Business Alliance members are also members of InfraGard, a partnership program between the FBI and the private sector. InfraGard can be a great tool for staying abreast of all current events and information which may affect business, national security and stability. Information on the program and local chapter activities is included here for those interested in applying for membership.

## What is InfraGard?

InfraGard is an information sharing and analysis effort serving the interests and combining the knowledge base of a wide range of members. At its most basic level, it is a partnership between the FBI and the private sector. InfraGard is an association of businesses, academic institutions, state and local law enforcement agencies, and other participants dedicated to sharing information and intelligence to prevent hostile acts against the United States. Chapters are geographically linked with FBI Field Office territories. Each InfraGard Chapter has an FBI Special Agent Coordinator assigned to it, and the FBI Coordinator works closely with Supervisory Special Agent Program Managers in the Cyber Division at FBI Headquarters in Washington, D.C.

## Goals and Objectives

The goal of InfraGard is to promote ongoing dialogue and timely communication between members and the FBI. InfraGard members gain access to information that enables them to protect their assets and in turn give information to government that facilitates its responsibilities to prevent and address terrorism and other crimes.

The relationship supports information sharing at national and local levels and its objectives are as follows:

- Increase the level of information and reporting between InfraGard members and the FBI on matters

related to counterterrorism, cyber crime and other major crime programs.

- Increase interaction and information sharing among InfraGard members and the FBI regarding threats to the critical infrastructures, vulnerabilities, and interdependencies.
- Provide members value-added threat advisories, alerts, and warnings.
- Promote effective liaison with local, state and federal agencies, to include the Department of Homeland Security.
- Provide members a forum for education and training on counterterrorism, counterintelligence cyber crime and other matters relevant to informed reporting of potential crimes and attacks on the nation and U.S. interests.



## Local Chapter Activities

Each FBI Field Office has a Special Agent Coordinator who gathers interested individuals to form a chapter. Any individual can join InfraGard. Local executive boards govern and share information within the membership. Chapters hold regular meetings to discuss issues, threats and

other matters that impact their companies. Speakers from public and private agencies and the law enforcement communities are invited. The following illustrates additional activities that local chapters may offer:

- Training and education initiatives
- A local newsletter
- A Contingency Plan for using alternative systems in the event of a successful large scale attack on the information infrastructure

To learn more about the San Diego Chapter, visit <https://www.sdinfragard.net/>. Special Agent Erika Foxworth is the FBI's San Diego Chapter InfraGard Coordinator and the point of contact for membership.

## Upcoming Events

### Webcast:

#### ***Health Care Post-Op: What Businesses Large and Small Need to Know***

Monday, April 26, 2010

10 a.m. – 12 p.m.

Please join the U.S. Chamber of Commerce, along with the American Benefits Council and the National Federation of Independent Business, for a discussion on the recently passed health care legislation, H.R. 3590, the "Patient Protection and Affordable Care Act."

The event will focus on the issues and timeline surrounding businesses complying with the new health care law. Please join us for what will be a very informative event.

The event will be [webcast](#) live.

# Emergency Survival Program

## Creating Disaster Supply Kits

### Make Disaster Kits

Everyone should have personal disaster supplies kits. Keep one kit in your home, another in your car, and a third kit at work or school. This is so they can be reached even if your building is badly damaged. Backpacks or other small bags are best for your disaster supplies kits so you can take them with you if you evacuate. The kits will be useful for many emergencies.

Electrical, water, transportation, communications, and other vital systems can be disrupted for several days after a large earthquake or other disasters. Emergency response agencies and hospitals could be overwhelmed and unable to provide you with immediate assistance. Knowing first aid and having supplies will save lives, will make life more comfortable, and will help you cope after the next disaster. In addition to your personal disaster supplies kits, store a household disaster supplies kit in an easily accessible location (in a large watertight container with wheels that can be easily moved), with 3-10 days worth of supplies of the items listed here:

### Personal Disaster Supplies Kits

- Medications, prescriptions list, copy of medical card, doctor's name and contact information
- Medical consent forms for dependents
- First aid kit and handbook
- Examination gloves (non-latex)
- Dust mask
- Spare eyeglasses or contact lenses and cleaning solution
- Bottled water
- Whistle (to alert rescuers to your location)
- Sturdy shoes
- Emergency cash (small bills and coins)
- Road maps
- List of emergency out-of-state contact phone numbers
- Non-perishable food and snack foods, high in water and calories
- Manual can opener
- Working flashlight with extra batteries and light bulbs, or lightsticks
- Personal hygiene supplies
- Premoistened towelettes
- Comfort items for children such as games, crayons, writing materials, teddy bears

- Toiletries and special provisions you need for yourself and others in your family including elderly, disabled, small children, and animals.
- Sealable plastic bags
- Extra clothes
- Copies of personal identification (driver's license, work identification card, etc.)

### Household Disaster Supplies Kit

- Flashlight with extra batteries
  - Wrenches to turn off gas and water supplies
  - Sturdy work gloves and protective goggles
  - Heavy duty plastic bags for waste, and to serve as tarps, rain ponchos, and other uses
  - Portable radio with extra batteries
  - Additional flashlights or lightsticks
  - Drinking water (minimum one gallon per person, per day)
  - Canned and packaged foods
  - Manual can opener
  - First aid kit and handbook
  - Charcoal or gas grill for outdoor cooking and matches if needed
  - Cooking utensils, including a manual can opener
  - Pet food and pet restraints
  - Comfortable, warm clothing including extra socks
  - Blankets or sleeping bags, and perhaps even a tent
  - Copies of vital documents such as insurance policies
  - Fire extinguisher
  - Sealable plastic bags
  - Essential medications
- Use and replace perishable items like water, food, medications, first aid items and batteries on a yearly basis.*

### Pet Disaster Supplies Kit

- Medications and medical records (stored in a waterproof container)
- First aid kit
- Sturdy leashes, harnesses, and/or carriers to transport pets safely and ensure that your animals can't escape
- Current photos of your pets in case they get lost
- Food, potable water, bowls, cat litter/pan, and manual can opener
- Information on feeding schedules, medical conditions, behavior problems, and the name and number of your veterinarian in case you have to foster or board your pets
- Pet beds and toys, if easily transportable

### Emergency Cash and Important Documents

A disaster may disrupt power. If this should

happen, it won't be "business as usual." Banks and ATMs might be closed for an indefinite period, so your money in the bank will stay there. Your emergency kit should include a sufficient amount of cash to get you through the emergency.

You'll need cash to purchase food, gas and other emergency supplies. Small bills—ones, fives and tens—are best. Be sure you also include plenty of change to call your out-of-state contact from a public phone. (Public phone lines are among the first to be restored after a disaster.) You also can use your calling card to make the call.

You'll also need insurance policies, birth certificates and other vital records after a damaging disaster. Take steps NOW to protect them. The following list includes examples of documents you should have and suggestions on how to safely store them.

### Important Documents

After a damaging disaster or emergency, you'll need vital personal documents and information for insurance claims and other matters. Keep the following items and documents and/or copies of them in a safe deposit box, freezer or another safe place:

- Social security cards
- Birth certificates
- Marriage and death records
- Drivers' licenses
- Credit cards
- Insurance policies
- Recent income tax returns
- Mortgage or rental receipts
- Employment paycheck stubs
- Deeds
- Stocks and bonds
- Savings and checking account books
- Documentation of valuables including:
  - Computers
  - Stereo systems
  - Televisions
  - Jewelry
  - Cars
  - Cameras
- Video or photo documentation will facilitate insurance claims.
- Wills
- Health history, allergies, blood types
- Recent photos of family members for identification purposes